

A Qualitative Study on the Importance of User Behavior Change towards Wellness Product Development

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Abstract: With the continuous improvement of people's living standards in modern life, people no longer only pay attention to the simple needs of eating and drinking, but begin to pay attention to the improvement of the quality of life, which increases the demand and consumption of healthy products, the environment in which people live is also deteriorating, and in the face of the pressure and pressure brought by life, modern people's health has also appeared various problems. The main research content of this paper is the qualitative research on the importance of user behavior change to the development of health products. The state has issued a number of policies, which clearly point out that the safety of health products should be regulated, and the health products should be guaranteed to meet people's needs and security. From the perspective of user behavior, and then study the impact of user behavior on the health industry. Based on this, it is a key task to develop related products that can meet the needs of the people's health services. What products consumers are interested in, which products should be developed, and which market segments can be entered have always been issues that health product companies should pay attention to. Therefore, it is meaningful to study the impact of user behavior change on the development of health products. The final results of the research show that massage and massage health products are the most selected option. A total of 116 people chose this option, accounting for 72.14% of the total number of people, indicating that contemporary consumers are more inclined to choose massage and other service items for maintenance.

Keywords: Health Products, Health Industry, User Behavior, Enterprise Development

1. Introduction

The demand for health products for modern people is very high. Under the current cost of living and the pressure of life, many people's physical conditions are in a sub-healthy state. Health products include not only drugs and testing, but also plastic surgery and beauty, weight loss and slimming, anti-aging and other services [1]. The face-to-face network communication technology is very developed, which directly leads to the consumer's behavior orientation that determines the research direction of production. That is to say, with the blessing of Internet technology, changes in user behavior have a great impact on the direction of health product development, catering to the public. Demand can go further.

In recent years, many researchers have studied the importance of user behavior change to the development of healthy products, and achieved good results. For example, Gera N believes that with the rapid development of Internet technology, the country's research and development of health and medical products has also continued to improve, which makes the development and design of health products in my country have considerable development space [2]. Peng W believes that only a small part of the population can truly achieve complete health standards, and most people have more or less health problems, so the demand for healthy products will be higher and higher [3]. At present, scholars at home and abroad have carried out a lot of research on the development of health products by changing user behavior. These previous theoretical and experimental results provide a theoretical basis for the research in this paper.

This paper studies the importance of user behavior change to the development of health products. In the study of user behavior, the orientation of user behavior is closely related to the development of health products. For example, office workers need to face the computer for a long time, the damage to the eyes and spine caused by prolonged use of the eyes and prolonged sitting cannot be ignored, and the current

group of young people has irregular work and rest and irregular diet. In order to help people develop and maintain a healthy lifestyle, health product developers should focus on observing people's daily life and understanding people's living habits and behavior dynamics in order to study targeted health products.

2. Related Theoretical Overview and Research

2.1 The Theoretical Basis of User Behavior Research

(1) Consumer Behavior Theory

Consumer behavior refers to the various behaviors that consumers take to acquire, use, dispose of, and consume goods and services. Activities include the decision-making process for taking these actions [4]. And analyze and study consumer behavior, especially in the news, it is very important in the process of product development and promotion, it helps to analyze and understand market opportunities according to the individual characteristics of consumers, market segmentation, define target markets, and formulate targeted corporate marketing mix strategy. By analyzing user demand characteristics, purchasing motivation, purchasing habits, purchasing behavior, etc., market development has the opportunity to reveal which new needs and desires of consumers have not been met [5-6]. Identify different products in the market, develop new products in a targeted manner, and develop targeted marketing plans. Analysis of consumer behavior and product incentives is required. On this basis, clarify consumers' preferences for related products, segment the market according to individual characteristics, and set target markets for more targeted product development.

(2) Product development theory

The development elements of healthy products include the spiritual and material needs of users such as food, housing, transportation, travel, shopping, and entertainment. Product developers should fully discover the importance of healthy product characteristics, and then carry out product design and development. The health product development theory is a product-oriented health trend induction model, which is based on the health problems caused by the user's own behavior and habits, and conducts health analysis and market analysis respectively, and then conducts product analysis based on this. According to sufficient market research, select the target market to ensure the stability of the product market and avoid "insufficient effective demand" [7]. The development of health products must also be based on the analysis of resources and markets, and develop marketable products according to market demand and consumption, and constantly update the competitiveness of health products due to changes in consumer psychology.

(3) Market demand and market segmentation theory

The existence of market demand determines the direction of product development and whether the product will be developed. Market demand is the sum of all individual demands. The factors affecting market demand are consumer income, personal preference, future expectations and corresponding government policies. There are differences in consumer demand. There are two types of consumer demand: homogeneous demand and heterogeneous demand. Due to the elimination of consumer social environment, demographic differences, etc., consumers with different characteristics have differences in the choice of the same product [8]. This determines the development and supply of products. We must fully consider the different characteristics of consumers and conduct market segmentation. Only in this way can we make full use of various resources, clarify the target market, and then formulate targeted marketing strategies.

2.2 Importance of Healthy Product Development

The pursuit of a healthy, sustainable and safe lifestyle determines what products people need in their lives, how they use them, and more. Humanized health product design, on the one hand, needs to explore the existing way of life, and from an aesthetic point of view, pay more attention to people's physical and psychological needs; on the other hand, a new way of life and form, health experience, Only products designed on this basis can truly satisfy people's health needs [9-10]. Friendly appearance and easy-to-control interface enable harmonious human-computer interaction, emphasizing the humanized design features. Based on the external beauty of the product itself, give users a good impression. In the process of comfortable and convenient product service, it reflects the harmony and unity of products and people's healthy life, and provides guarantee for users' healthy life.

2.3 Changes in User Behavior of Health Products

Maslow's hierarchy of needs is proposed in The Theory of Human Motivation, which proposes that there are certain levels and sequences of requirements. The corresponding needs mentioned here are, for example, normal needs, safety needs, complete needs, social belonging needs, love needs, appreciation needs, and self-actualization needs [11]. People's physical needs depend on their economic income level, and safety needs are reflected in all aspects of real life. To be secure, security needs to be reflected in all aspects of his own, psychological, present and future life. The need to be loved, such as safety in all areas of life, is a person's emotional need that ranks high in self-esteem and self-actualization. level requirements. On the basis of satisfying basic needs, people will gradually consider advanced needs, and people will do it. It is mainly reflected in people who value their own value, of course, this also stems from other internal factors [12]. Of course, different needs may be explicit or unconscious, so there is a real need and a potential need.

3. Experiment and Research

3.1 Experimental Method

(1) Label co-occurrence clustering algorithm

To calculate the similarity between two user behaviors, the most common method is to count the number of times the two user behaviors co-occur in different resources. The basic idea is: if two user behaviors appear more frequently in resources, the more related they are. The mathematical expression is:

$$\text{Sim}(t_i, t_j) = \frac{if_i = j}{j} \quad (1)$$

Among them, Sim represents the similarity between user behaviors, t_i , t_j represent the tags between two user behaviors, when two tags mark the same resource or the resource marked by one tag is a subset of the resource marked by another tag, the similarity between the two labels is 1.

(2) Eigenvector representation

A behavior is generally marked with several tags. Each tag has a certain relationship with the resource. Using this relationship, we can think in reverse. A tag can also be represented by its related resources. The formula expression for:

$$v_{t_i}^{\text{item}} = [k_{t_i,1}, k_{t_i,2}, \dots, k_{t_i,|R|}] \quad (2)$$

Among them, R represents the entire resource set, and $|R|$ represents the total number of resources. Observing the feature vector, it is found that when the number of resources is large, the dimension of v will be very high.

3.2 Experimental Requirements

In order to better understand the importance of user behavior change to the development of healthy products, this experiment conducted a sample survey on users of different age groups, and conducted data analysis through their hobbies and purchasing trends of healthy products, and compared them to obtain relevant information conclusion.

4. Analysis and Discussion

4.1 Respondents' Choice of Health Products

With the continuous improvement of living standards, life extension and health care have become one of the focuses of people's lives. The respondents' choices of health products are shown in the table 1.

It can be seen from Figure 1 that massage and massage health products are the most selected option. A total of 116 people chose this option, accounting for 72.14% of the total number of people, indicating that contemporary consumers are more inclined to choose massage and other service items for maintenance. It can relax the body and bring certain benefits to the conditioning of the body's joints. At

the same time, more than half of the people choose medicated meals, a total of 89 people, accounting for 54.8%. This may be due to the fact that many people are used to preparing medicines just in case.

Table 1: Respondents' Choice of Health Products

variable	sample	Composition ratio(%)
medicated diet	89	54.80
medicinal drink	60	37.15
Tui Na massage	116	72.14
Foot care	77	47.68
Health exercises	69	42.41
Aromatherapy	61	38.08
Health music	72	44.89
Zen meditation	45	28.17

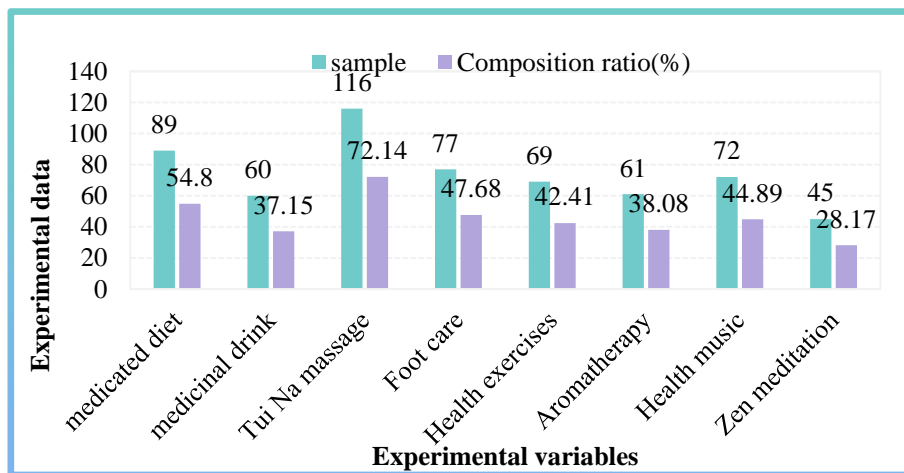


Figure 1: Respondents' choice of health products

4.2 The Influence of Respondents' Gender on the Choice of Health Products

As for the overall score of the composition, the score of the experimental group is higher than that of the control group, so this experiment analyzes the use of various cohesion methods in the English composition itself, and the results are shown in the figure below.

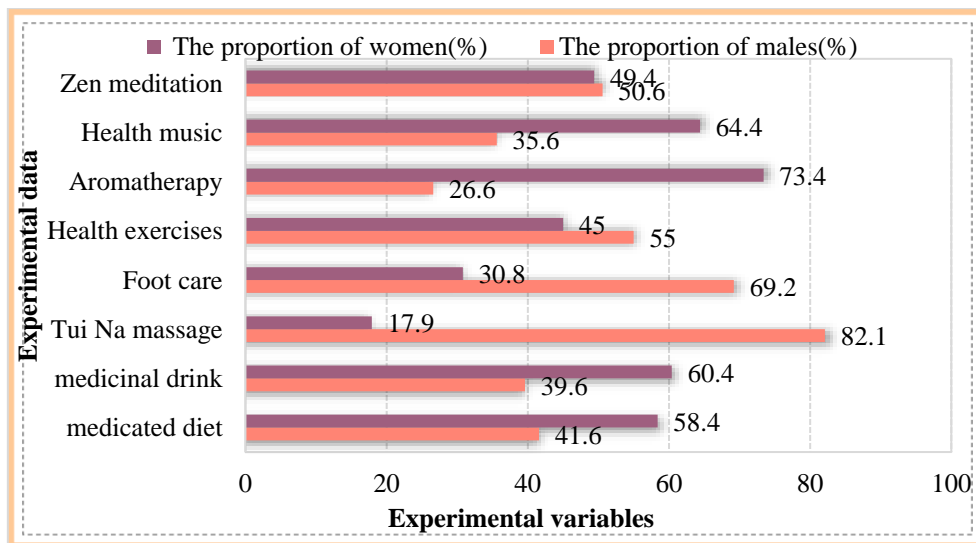


Figure 2: The influence of respondents' gender on the choice of health products

As shown in Figure 2, in the medicated meal option, 41.6% of men chose the option, 58.4% of the female option, 39.6% of the male option and 60.4% of the female option in the medicated drink option, and 82.1% of the male option in the massage option. 17.9% of females chose pedicure, 69.2% of males,

30.8% of females, 55% of males, 45% of females, and 73.4 of males in aromatherapy %, women choose 26.6%, in health music, men choose 35.6%, women choose 64.4%, men choose meditation, 50.6%, and women choose 49.4%. It can be seen that men are more inclined to foot care and massage, and women are more inclined to health music and aromatherapy.

5. Conclusions

This paper mainly analyzes the importance of healthy product development through the change of user behavior, and sets up a series of sample surveys for experimental analysis. With the continuous improvement of living conditions, people's pursuit of healthy products is also getting higher and higher. It is known that the two categories of medicine, health care and massage and health services are the most popular, so health product development companies can start from these two categories. The service category can add a variety of service items to expand users, and the drug category can be used from commonly used starting with medicine, it is necessary to prepare medicines for common diseases such as colds and fever. In addition, men are more inclined to foot care and massage, and women are more inclined to health music and aromatherapy. Therefore, the development of targeted health products can be proposed. Men pay more attention to massage and other services, and women pay more attention to health care and conditioning. Therefore, the right medicine can achieve better results.

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